

Lila Cozy

MAR 17 1944

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5			6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MARCH 17, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Mar. 17 8:15 P.M.	"A SHOW GLOWS IN BROOKLYN" This is an original Variety Show, written and acted by the personnel of A & S. Includes skits, dancing, vocal numbers, etc. Produced and directed by Ernest Gluckman. Tickets, 44¢-\$1.10, obtainable at Brooklyn Academy of Music. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS' 1944 STORE SHOW	BKLYN. ACADEMY OF MUSIC OPERA HOUSE
Beginning Friday Mar. 17	TOBÉ COBURN SCHOLAR-SHIP CONTEST Contestants for a 20-months' course at the Tobé Coburn School for Fashion Careers, may obtain entry blanks at Abraham & Straus on March 17th, 18th, 24th and 25th. Contestants will take 2 quizzes which will be judged by fashion authorities, under the auspices of the Tobé Coburn School. Abraham & Straus Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS AND TOBÉ COBURN SCHOOL FOR FASHION CAREERS	CENTRAL BUILDING 2ND FLOOR, A & S HI-SCHOOL SHOP
Saturday Mar. 18 9:30 A.M.- 5:30 P.M.	MODERN MISS MERRY-GO-ROUND An informal day-long presentation of "Modern Miss Classics", a timely collection of dresses, modeled by High School Students selected by Abraham & Straus' own fashion board. Tips on etiquette, grooming, etc. by Joan Finlay, Simplicity Pattern Co. stylist. High School students invited; press also. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS AND SIMPLICITY PATTERNS	FABRIC DEPARTMENT MAIN FLOOR
Saturday Mar. 18 10:30 A.M.	"EASTER PARADE HITS" AT ALL GIRLS MEETING Featuring slick fashions for teen-agers; colorful, exciting. Lorna Wynn, radio juvenile lead, will entertain. Press, teen-agers and their parents invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	NEW AUDITORIUM 5TH FLOOR
Saturday Mar. 18 8:00 P.M.	ANNUAL BENEFIT FASHION SHOW & ENTERTAINMENT A fashion show, with the theme "Made in New York", directed by Ann Loweth, with models by Charles Armour, William Bloom, Anthony Blotta, I. J. Fox, Fox-Brownie and others. Personalities from radio, stage and screen will entertain. Dancing after the show. Tickets from \$1.10-\$8.80. Contact: Mrs. Gustave Hartman, AL. 4-8300.	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.

WEEK BEGINNING MONDAY, MARCH 20, 1944

Monday Mar. 20 1:00 P.M. Luncheon	SPRING DRESS FASHIONS AT LUNCHEON SHOWING A variety of feminine fashions, stressing pure printed silks and silk shantung in dinner and day styles. Hats and accessories carefully and especially designed to go with the costumes. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Mimi Tuthill, PL. 3-8259. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	MIMI TUTHILL (50 E. 50TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Mar. 20 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION The society following of Mrs. Munn always turns out for her custom-made collection of dresses, suits and long and short evening gowns. Press by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.	CARRIE MUNN	SALON 640 MADISON AVENUE
Monday Mar. 20 4:30 P.M.	SPECIAL PRESS SHOWING: HENRI DE CHATILLON Specially flown up from Mexico, the Spring and Summer Hat Collection of Henri de Chatillon, formerly of Agnes in Paris. This is a strong confirmation of the Mexican influence in fashion. Press by invitation. Publicity: Nan Findlow, Market 3-6464.	L. BAMBERGER & CO. NEWARK, N. J.	SPECIALTY SHOP 3RD FLOOR
Monday Mar. 20- Apr. 9	EXHIBIT: CERAMICS BY BEATRICE WOOD The 5th in a series of special exhibits in the work of American craftsmen. Beatrice Wood is a noted California Ceramist. Open to public, free. Exhibit may be viewed 10 A.M.-6 P.M. Monday through Saturday. Publicity: Harriett Harris and Frances Wright, PL. 3-0839.	AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL	AMERICA HOUSE 485 MADISON AVENUE
Tuesday Mar. 21 1:00 P.M. Luncheon	SPRING FASHION PRESENTATION Spring and summer prints, town suits, pure silk shantungs and dinner clothes. Open to public. Press by invitation. Luncheon a la carte. Peggy Roth Publ.: Rosemary Sheehan, CO. 5-3147. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	PEGGY ROTH (400 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Mar. 21 3:00 P.M.- 4:00 P.M.	VICTORY FOOD CENTER Every Tuesday and Friday, from 3 P.M.-4 P.M., there will be lectures, the first of which will be devoted to Victory Gardens, care of soil, planting, etc. The second series, beginning Apr. 11th, under the auspices of the American Red Cross, will take up nutrition; and still another, in May, will discuss the subject of canning. Public and press invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS	EAST BUILDING 5TH FLOOR
Mar. 21 3-5 P.M.	PREVIEW: EXHIBIT OF CON- TEMPORARY CHINESE ART	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. GALLERIES H 11, 12
Tuesday Mar. 21 Wednesday Mar. 22 3:30 P.M.	LUXABLES FOR THE HOME FRONT A Lux expert will be on hand to give "Sew and Save" tips to those who make or repair their own clothes. Press and public invited, free. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	NEW AUDITORIUM 5TH FLOOR
Wednesday Mar. 22 1:00 P.M.	FASHION SHOW AT LUNCHEON Featuring suits, evening gowns and evening dresses for spring wardrobes of women who like that crisp, tailored look. Open to public. Press by invitation. Luncheon a la carte. Sportswoman Publicity: Miss Miller, PL. 3-2544. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	SPORTSWOMAN, INC. (25 EAST 53RD ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Mar. 22 4:00 P.M.- 5:00 P.M. Cocktails	PRESS PREVIEW: AMERICAN BRED CHINCHILLAS First showing of American Bred Chinchillas in this country; full length coats, jackets, scarfs, stoles and luxuriously trimmed cloth coats will be presented. Press by invitation. Publ.: Billie Gould, MU. 2-9085.	I. J. FOX, INC.	SALON 393 5TH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Mar. 23 10:45 P.M.	"SPRING HEADLINES" FASHION SHOW New coiffures and the apparel fashions that go with them, including all-over ensembles for housewives, business girls, girls who live in the country, etc. Press by invitation. Publicity: Miriam Priluk, TR. 5-3100.	MARTIN'S, BROOKLYN	3RD FLOOR
Thursday Mar. 23 1:00 P.M.	ATTRACTIVE SPRING ORIGINALS FEATURED The fashion press and public will review a collection of original Spring fashions at this luncheon showing. Press by invitation. Luncheon, \$2. Jay Thorpe Publ.: Murrow McCurnin, CI. 7-4300. Plaza: Alma Zaiss, PL. 3-1740.	JAY THORPE (24 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Beginning Thursday Mar. 23	FASHION CLINIC AND ANALYSIS Course of six lectures and fashion forum for discussion of all types and figures, conducted by Mrs. Lavinia W. Koelsch, fashion editor of Fashion Digest. Minimizing faults and highlighting good points; make-up and hairdo will be stressed. For information, contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Friday Mar. 24 3:15 P.M.	"EASTER GREETINGS" FROM COOKING SCHOOL Special table delights, emphasizing the Easter spirit, explained and demonstrated by Elsa Steinberger, lecturer from the Brooklyn Union Gas Co. Press and public invited, free. The Namm Cooking School will have an Easter recess after this session. It is scheduled to reopen Friday, April 14th. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE, BROOKLYN	COLONIAL ROOM 3RD FLOOR
Friday Mar. 24 9:00 P.M.- 11:30 P.M.	PREVIEW OF PRESS PHOTOGRAPHERS' EXHIBIT The 9th Annual Exhibit of "on the spot" pictures, many of which have won national acclaim in newspapers, magazines, etc. Gov. Thomas E. Dewey will present the press photographers' awards on preview day. Open to public Mar. 25th. Admission, 28¢, adults; 11¢, children. Contact: Mr. Thomas, CI. 6-2075.	PRESS PHOTOGRAPHERS' ASSOCIATION OF N. Y.	MUSEUM OF SCIENCE & IND. RCA BLDG. ROCK. PLAZA
Monday Mar. 27 1:00 P.M.	LUNCHEON FASHION SHOW: HATS AND GOWNS Mme. Pauline will present her new Spring and Summer hats with tie-in gowns. Open to public. Press by invitation. Luncheon from \$1.85. Mme. Pauline Publ.: Elizabeth Maher, EL. 5-4248. St. Regis: Mary Alice Rice, PL. 3-4500.	MME. PAULINE (6 E. 53RD ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Mar. 27	FALL FASHIONS IN WOMEN'S SHOES	ST. LOUIS SHOE MANUFACTURERS	JEFFERSON & STATLER ST. LOUIS, MISSOURI
Monday Mar. 27	OPENING: FLOWER AND VICTORY GARDEN DEPT. This will be a lasting department and will include lectures, movies, and personal consultations on all details related to care and planting of gardens. Press and public invited. Publicity: Etta Loughran, CH. 4-2000.	R.H. MACY & CO., INC.	5TH FLOOR
Tuesday Mar. 28 9:30 A.M.	PRESS BREAKFAST INTRO- DUCING EMILY WILKINS Emily Wilkins, designer of teen age fashions, will be presented to the press together with her collection of Spring and Summer fashions for teenagers. Press by invitation. Publicity: Jo Parrish, EL. 5-6800.	BONWIT TELLER	TEEN AGE SHOP 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Mar. 28 1:00 P.M. Luncheon	PRESENTATION OF CRISP SUMMER COTTON FASHIONS Early summer play and town clothes of high fashion cottons, designed by Zachary Bogart. Open to public. Press by invitation. Luncheon a la carte. Cotton Shop Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP (543 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Mar. 28- Mar. 30	SAFE, MODERN WORK CLOTHES A showing of Safety Clothes on live models. Also, talks on help and employee training, by authorities. A special new Safety Suit in a newly constructed Celanese jersey fabric will be shown by Mme. Zinaida of Mic-Mac, Inc. Other variations of safety clothes, hats, and shoes will be submitted by Supremacy Products Co. (Macy's); American Optical Co.: Chic-Maid Hat Manufacturing Co.; Industrial Glove Co.; Lehigh Safety Shoe Co.; Hubbard Shoe Co.; Paul Hats; Sport Valley Togs; Fred Jeffar, and others. For further details, contact: The Greater N. Y. Safety Council, 60 East 42nd Street, MU. 2-0813.	GREATER NEW YORK SAFETY COUNCIL	PENNSYLVANIA HOTEL BROADWAY AT 33RD STREET
Tuesday Mar. 28- Mar. 31	PACKAGING CONFERENCE AND EXPOSITION Reconversion and trends in future packaging are the themes of the display and conference, based on what modern war has done to packaging. Both military and civilian packing will be taken up and future trends outlined. Contact: American Management Association, 330 West 42nd St., BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	PALMER HOUSE CHICAGO, ILLINOIS
Wednesday Mar. 29 1:00 P.M. Luncheon	FASHION SHOW AT LUNCHEON This will be a general showing, including day-time, sports, and evening fashions especially ensembled with hats and accessories. Open to public. Press by invitation. Luncheon a la carte. Kathleen Publ.: Mrs. Oliver Hoyt, VO. 5-3464. Waldorf Astoria Publ.: Ted Saucier, EL. 5-3000.	KATHLEEN, INC. (118 E. 60TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Mar. 29 7:00 P.M.	FOREIGN CORRESPONDENTS' "I PREDICT" DINNER The Town Hall War Chest is giving a dinner in honor of returning war correspondents. Chief guest of honor is Vincent Sheean, Lieutenant Colonel in the U. S. Army. Others include the pick of the crop of war correspondents, such as Dorothy Thompson, Marquis Childs, Henry Taylor, William Shirer, Anne O'Hare McCormick, and others. Tickets for members, \$6.50; non-members, \$7.50. Apply by letter to Town Hall, 123 West 43rd St. Proceeds of dinner will maintain educational work of Town Hall during the war years. Publicity: Selma Warlick, WI. 7-5800.	BOARD OF TRUSTEES, TOWN HALL	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday Mar. 29	26TH ANNUAL CONVENTION AND DINNER	NATIONAL KNITTED OUTER- WEAR ASSOCIATION	ASTOR HOTEL B'WAY AT 44TH STREET
Thursday Mar. 30 12:15 P.M. Luncheon	BI-MONTHLY PUBLICISTS' LUNCHEON MEETING "Backstage With the Idea Men", is the topic by Otto Reiss of Esquire. Members and friends invited. Luncheon, \$1.50. Publ.: Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
Thursday Mar. 30 1:00 P.M. Luncheon	SUMMER SHOW OF ORIGINALS Summer showing of originals by Helen de Huene, Parisian designer. Pure silks, cottons and linens featured. Hats by Mme. Aranka. Open to public. Press by invitation. Luncheon, \$2. Publ.: Alma Zaiss, PL. 3-1740.	HELEN DE HUENE	PERSIAN ROOM PLAZA HOTEL

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Month of April	STORE TIE-UPS WITH VICTORY GARDEN CAMPAIGN To stimulate Victory Gardening and also to make April a good selling month for garden equipment, clothes, etc., retailers are cooperating with the garden campaign and the O.W.I. to stage special events including lectures, displays, etc. For further information, contact: Greater N. Y. Victory Garden Council, CH. 4-4360.	OFFICE OF WAR INFORMATION	ALL DEPARTMENT STORES
Saturday Apr. 1	EXACT DATE OF 20% FEDERAL LUXURY TAX The 20% Federal tax on furs, fur-trimmed garments, luggage, hand bags, jewelry and cosmetics begins April 1st.	UNITED STATES TAX- ATION COMMISSION	ALL OVER THE COUNTRY
Monday Apr. 3 1:00 P.M. Luncheon	"WIN YOUR EASTER BONNET" LUNCHEON The woman wearing the most attractive hat at this luncheon will win another one if she is selected by the Easter bonnet committee. Open to public. Press by invitation. Luncheon from \$1.85. Publicity: Mary Alice Rice, PL. 3-4500.	MARY ALICE RICE DIRECTOR, FASHION SHOWS	ST. REGIS HOTEL IRIDIUM ROOM
Beginning Monday Apr. 3	TABLE SETTING CONTEST AND FLOWER SHOW This table setting contest is entered into by members of the various Long Island Garden Clubs. They are competing in three different groups; outdoor luncheons, spring buffet luncheons and period style tables. Public and press invited. Publicity: Alice Hutton, WI. 7-7000.	JAMES MCCREERY	6TH FLOOR
Tuesday Apr. 4- Apr. 6	NATIONAL SALES PROMOTION CLINIC A big-scale conference, attracting country-wide store promotion, advertising and publicity men, radio and newspaper executives. Open forum discussions on media, window displays and the place of radio in advertising. Also, a National open competition for retail store display men, awarding a prize to the winner. For more details, contact: Lewellyn Harries, Manager, Sales Promotion Division of NRDGA. Publicity: Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	NETHERLAND PLAZA HOTEL CINCINNATI, OHIO
Wednesday Apr. 5	THE CIRCUS COMES TO TOWN	RINGLING BROS. BARNUM AND BAILEY CIRCUS	MADISON SQUARE GARDEN 8TH AVENUE AT 50TH ST.
Apr. 9	EASTER SUNDAY		
About Apr. 10	MARY LEWIS SHOP OPENS Mary Lewis, the wonder girl of the retail field, will open a new 6-story shop, formerly occupied by Grande Maison de Blanc, where she will carry play clothes, sportswear and a full assortment of women's, misses', juniors' and children's wear. By this move, Miss Lewis climbs into the Gold-Coast section of 5th Avenue. Publicity: Rosemary Sheehan, CO. 5-3147.	MARY LEWIS	746 FIFTH AVENUE
Tuesday Apr. 11 4:30 P.M.	PRESS PREVIEW: SPRING AND SUMMER FASHIONS Details in an early issue of FASHION CALENDAR. Press by invitation. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	CHARLESTON GARDENS 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Apr. 12 10:30 A.M.	"TRICKS FOR TEENS" MEETING AND FASHION SHOW Details later. Press, teen-agers and their parents invited. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR
Wednesday Apr. 12 1:00 P.M.	LUNCHEON SHOWING OF SUMMER FASHIONS An early preview featuring bathing suits, shorts, sports and play clothes in cottons, rayons and silks. Open to public. Press by invitation. Luncheon a la carte. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Apr. 13 1:00 P.M.	AFTER EASTER FASHIONS Custom-made and ready-to-wear costumes featuring "bare facts" in summer fashions and brilliant prints with colorful toppers. Open to public. Press by invitation. Luncheon, \$2. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Plaza Publicity: Alma Zaiss, PL. 3-1740.	SALLY MILGRIM (6 WEST 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Saturday Apr. 15	SPECIAL SECTION ON LOS ANGELES MARKET	THE WOMEN'S REPORTER	EMPIRE STATE BUILDING
Sunday Apr. 16- Apr. 19	EXHIBIT OF FALL SHOE LINE This is to please the N. Y. Shoe Market which will join in providing the retail shoe industry with a concentrated Fall Market Week. This will enable quality firms to present a full-bodied display of better shoes and thus also establish shoe styles for the entire country. More details when the schedules for the Fall Market Week are announced.	ST. LOUIS SHOE MFRS. & NEW ENGLAND SHOE & LEATHER ASSOCIATION	McALPIN HOTEL BROADWAY AT 34TH ST.
Monday Apr. 17 1:00 P.M.	SUMMER FASHIONS AT LUNCHEON Summer play clothes, town and country dresses, and suits together with hats by Chez Rosette specially created for summer wear. Largely, these are informal, casual fashions. Open to public. Press by invitation. Luncheon from \$1.85. Chez Rosette Publicity: Mrs. Pleasants Pennington, PL. 8-2460. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	CHEZ ROSETTE (10 E. 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Apr. 18 1:00 P.M.	BRIDAL TROUSSEAUX AND LINENS FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Publicity: Marion Morrison, PL. 3-4600.	EMMA A. MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Apr. 18 4:00 P.M.-	FASHION SHOW AND AWARDS Awards will be presented to Junior WINS for fashions created through local contests nationally conducted. Winners of \$100 War Bond prizes and 3-day trips to New York will receive final awards during fashion show presentation. Press by invitation. Publicity: Kathleen Barker, LE. 2-4455.	LADIES HOME JOURNAL & NAT'L NEEDLECRAFT BUREAU	PIERRE HOTEL BALLROOM
Tuesday Apr. 18	OPENING CAMPAIGN OF GREATER NEW YORK FUND Retailers, promotion and window display directors are cooperating in the fund-raising campaign of the Greater N. Y. Fund. On Tues., Mar. 14th, the	NEW YORK RETAILERS	NEW YORK DEPARTMENT STORES

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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(Continued from preceding page)

retail promotion directors will meet at the office of the Fund, 11 W. 42nd St., under the chairmanship of Paul Murphy, Publicity Director of Frederick Loeser's. Display directors will have met on Mar. 16th at the Empire State Club, with Irving Eldridge, Display Manager of R. H. Macy's as chairman. For further information, contact: Greater New York Fund, LO. 3-3000.

Thursday Apr. 20 1:00 P.M. Luncheon	SPRING-INTO-SUMMER FASHION SHOW Emphasizing custom-made originals in lovely foulards and chiffons which are in order just after Easter. All-day-wear and evening dresses with separate wraps. Open to public. Press by invitation. Luncheon, \$2. Publicity: Alma Zaiss, PL. 3-1740.	FARQUHARSON & WHEELLOCK (23 WEST 57TH STREET)	PLAZA HOTEL PERSIAN ROOM
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Thursday Apr. 20 5:00 P.M.- 7:30 P.M.	COCKTAIL PARTY AND FASHION SHOW This shop is a clearing house whose sales help support 15 day nurseries and children's aid charities, all of whom will share in the proceeds of this cocktail party and fashion pageant whose theme is, "May Time In Gotham". Jewels and orchids will be starred. Hats and costumes by leading N. Y. creators. Directed by June Hamilton Rhodes, Bureau of Fashion Trends. Tickets, \$1.25 obtainable from Mrs. Herman Hoops, 830 Park Avenue. For further information, Contact: Mrs. Ralph West Robey, CI. 7-0039.	NEARLY NEW SHOP (917 8TH AVENUE)	PIERRE HOTEL GRAND BALLROOM
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Thursday Apr. 20- Apr. 21	ANNUAL CONFERENCE: HOSIERY INDUSTRY Details later, when announced. Contact: Mrs. Jellamy, MU. 4-5412.	NATIONAL ASSOCIATION OF HOSIERY MANUFACTURERS	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
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Friday Apr. 21 7:30 P.M.	ANNUAL RED, WHITE AND BLUE FETE The 1944 War crop of debutantes will help society leaders in this mammoth benefit fete, to raise funds for the Soldiers and Sailors Club of N. Y. A fashion show will be held between 7:30-8:30 P.M. in the Crystal Gardens, with fashions by Harry Collins. Chairman, Mrs. John A. Morris. Publicity: Marion Morrison, PL. 3-4600.	SOLDIERS AND SAILORS CLUB	RITZ CARLTON HOTEL BALLROOM
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Sometime In May	ANNUAL RECEPTION AND DINNER This year's guest of honor at the 45th anniversary of the National Jewish Hospital at Denver, will be Reagan P. Connally, President of Interstate Department Stores and recently resigned head of the Consumer Division of the OPA. This widely attended charity affair always draws the most important New York retailers and manufacturers. Details concerning tickets, etc. will appear in an early issue of FASHION CALENDAR. Contact: Mr. Houtz, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
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Monday May 1 1:00 P.M. Luncheon	COTTON FASHIONS AT LUNCHEON Special cotton costumes and play clothes will be featured, emphasizing year-round uses of cottons during this first St. Regis Roof-luncheon of the season. Open to public. Press by invitation. Luncheon from \$1.85. Franklin Simon Publicity: Mildred Kaldor, WI. 7-9600; St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	FRANKLIN SIMON	ST. REGIS HOTEL ROOF GARDEN
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 1	NEW SHOE STAMP IN EFFECT Stamp #18 in Book 1, will be terminated on April 30th, and a new one becomes valid. Airplane stamp in War Ration Book 3 will be good indefinitely for one pair of shoes. The market feels that this new shoe stamp will stimulate shoe business.	O.P.A. ORDER	ALL OVER THE COUNTRY
Monday May 1- May 6	NATIONAL POSTURE WEEK Display managers throughout the country are putting in patriotic windows, the best to receive \$5000 in War Bond prizes. For further information, contact: Samuel Higby, MU. 3-9454.	S. H. CAMP COMPANY	200 MADISON AVE., N.Y. & JACKSON, MICHIGAN
Tuesday May 2 1:00 P.M. Luncheon	BODY MAKE-UP FOR BARE FASHIONS With summer bathing beaches in mind, this luncheon show will demonstrate the kinds of cosmetics the new bare fashions require. Open to public. Press by invitation. Luncheon a la carte. Jay Thorpe Publicity: Murrow McCurnin, CI. 7-4300. Ritz Publicity: Marion Morrison, PL. 3-4600.	JAY THORPE AND DOROTHY GRAY	RITZ CARLTON HOTEL OVAL ROOM
Monday May 8 5:00 P.M.- 7:00 P.M.	ANNUAL GRADUATION FASHION SHOW & TEA The students of this fashion career school always plan their own graduation fashion show as an example of showmanship, part of their school instruction. Attendance by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.	TOBÉ COBURN SCHOOL FOR FASHION CAREERS	1 WEST 57TH STREET
Tuesday May 9 1:00 P.M. Luncheon	BRIDAL GIFTS FASHION SHOW Gift silver and china are tied in with the Bridal fashion theme at this luncheon. Open to public. Press by invitation. Luncheon a la carte. Jensen Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Publicity: Marion Morrison, PL. 3-4600.	GEORG JENSEN	RITZ CARLTON HOTEL OVAL ROOM
May 14	MOTHER'S DAY (Sunday)		
Monday May 15- May 17	STORE OPERATING FORUM A conference discussing basic store operating procedures and practices. N.R.D.G.A. members who are store managers, superintendents, personnel directors, training and employment managers and executives, are invited to attend. For further information, contact: Edward Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	STATLER HOTEL CLEVELAND, OHIO
Thursday May 18- May 19	ANNUAL CONVENTION Chairman of the convention committee, L. R. Root of Scovill Mfg. Co. Program events listed later. Contact: Toilet Goods Association, CO. 5-5443.	TOILET GOODS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Sunday May 21-23	DISPLAY MARKET WEEK IN CHICAGO	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	MORRISON HOTEL CHICAGO, ILLINOIS
Monday May 22- May 27	NATIONAL COTTON WEEK This year's celebration emphasizes the role of cotton in peace and war. Its slogan is, "First in War, First in Peace." There will be displays of the military uses of cotton, with emphasis on the new plastic finishes,	COTTON-TEXTILE INSTITUTE NATIONAL COTTON COUNCIL	ALL OVER THE COUNTRY

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
for troop uses, and other exciting developments in cotton fabrics. More details later. To tie-in contact: Cotton-Textile Institute, WO. 2-0270.			
Thursday May 25- Nov. 12	AMERICANA EXHIBIT Paintings, prints, costumes, architecture and decorative materials in this Americana exhibit, will be chronologically installed in the museum's exhibition galleries, to give the complete picture of American culture. The range of the exhibit is from the 18th Century to the present. Open to public after Press Opening and Reception on May 25th. Contact: Brooklyn Museum, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY
Saturday May 26-30	DISPLAY MARKET WEEK IN NEW YORK	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	PENNSYLVANIA HOTEL BROADWAY AT 33RD ST.

Beginning Monday June 5	OPENING FALL LINES Dates of individual openings will be listed later. This announcement is made early to permit buyers to arrange their visits to the New York market under the difficulties of transportation. Guild members who will show their lines include: Hansen Bang; William Bass Dresses; Anthony Blotta; Capri Frocks; Carlye Dresses; Deitsch, Wersba & Coppola; Fox-Brownie; Ed Gerrick; A. Goodman; Fred Greenberg Dresses; Joseph Halpert; Horwitz & Duberman; Junior League Frocks; International Dresses; Kaplan & Grabois; Samuel Kass; La Rue Dresses; David Leonard & Levine; Mary Lee; Parnis-Levinson; Ben Reig; C. H. D. Robbins; Martin Simon; Herbert Sondheim; Suzanne-Augustine; and Zuckerman & Kraus. Contact Leonard Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
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Wednesday June 14 4:00 P.M.- 7:00 P.M.	FASHION SHOW AND PRESS PARTY The 4th Annual National Sewing Contest Fashion Show and Cocktail Party sponsored by the National Needlecraft Bureau is the climaxing event to award prizes to National sewing champions. Local contests are now being held all over the country, on radio and in newspapers. The New York contest is being conducted by Alma Kitchell, over WJZ. Publicity: Gwen McKenna, 485 Madison Avenue, EL. 5-5580.	NATIONAL NEEDLE- CRAFT BUREAU	WALDORF ASTORIA HOTEL SERT ROOM
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Monday June 26- July 1	"SWIM FOR HEALTH" CAMPAIGN This is the 9th Annual "Swim for Health" Campaign. Purpose: to increase American swimming; to assist Red Cross and Armed Services in teaching everyone to swim; to further physical fitness programs in defense plants and in everyday life; Bulletins, posters and display ideas will be available to stores. Apply, Martin Stern, Director, Nation-wide Learn to Swim campaign, 60 East 42nd Street, VA. 6-0543.	BATHING SUIT MAKERS & PATRIOTIC SERVICES	STORES ALL OVER THE COUNTRY
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DATES AHEAD

Mar. 21	1ST DAY OF SPRING (Tues.)	May 14	MOTHER'S DAY	(Sun.)
Apr. 1	APRIL FOOL'S DAY (Sat.)	May 15	STRAW HAT DAY	(Mon.)
Apr. 2	PALM SUNDAY	May 17	I AM AN AMERICAN DAY	(Wed.)
Apr. 6	ARMY DAY (Thurs.)	May 30	MEMORIAL DAY	(Tues.)
Apr. 7	GOOD FRIDAY	June 14	FLAG DAY	(Wed.)
Apr. 8	1ST DAY OF PASSOVER (Sat.)	June 18	FATHER'S DAY	(Sun.)
Apr. 9	EASTER SUNDAY	June 21	1ST DAY OF SUMMER	(Wed.)

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Beginning..OPERAS FOR THE COMING WEEK METROPOLITAN OPERA HOUSE, B'WAY AT 39TH STREET

Monday Mozart's "Le Nozze Di Figaro", at 8:00 P.M.; Wed. March 22nd, Verdi's

Mar. 20 "Falstaff", at 8:30 P.M.; Fri. March 24th, Bizet's "Carmen", at 8:00 P.M.;
Sat. March 25th, Second in the Saturday Evening Ring Cycle, Wagner's "Die Walkuere", at 8:00 P.M. Publicity: Constance Hope, PL. 3-3390.

Monday.....OPENING: "THE HOUSE IN PARIS", FULTON THEATRE, 210 WEST 46TH STREET

Mar. 20 This new play will mark the Broadway debut of Mme. Pitoeff, celebrated
8:40 P.M. French actress. Publicity: Charles Washburn, CI. 6-5775.

Wednesday..PREMIERE: "SEE HERE PVT. HARGROVE" (Movie) ASTOR THEATRE, B'WAY AT 44TH ST.

Mar. 22 Gala opening of the life at Ft. Bragg of Pvt. Hargrove, the most famous
soldier in the United States Army. The book is too well-known to need
further details. Costumes, Irene. Publ.: Herbert Crocker, BR. 9-7800.

Wednesday..PREMIERE: "THE HEAVENLY BODY", CAPITOL THEATRE, B'WAY AT 51ST STREET

Mar. 23 An MGM picture with the title seeming to describe the leading lady, Hedy
LaMarr. Co-star, William Powell. Costumes, Irene. Jimmy Durante heads
the stage show. Publicity: Herbert Crocker, BR. 9-7800.

Thursday...PREMIERE: "TUNISIAN VICTORY", RIALTO THEATRE, B'WAY AT 42ND STREET

Mar. 24 A film of the actual Tunisian campaign, taken from U. S. Army films. Re-
leased through Metro-Goldwyn-Mayer. Publ.: Herbert Crocker, BR. 9-7800.

Tuesday....SPECIAL PERFORMANCE: "VERDI'S REQUIEM" METROPOLITAN OPERA HOUSE, B'WAY AT 39TH

Mar. 28 Special benefit for the Red Cross 1944 War Fund of Greater N. Y. Conducted
by Bruno Walter. Tickets obtainable from Met. Opera House Box Office.

Wednesday..OPENING: "MRS. JANUARY & MR. EX", BELASCO THEATRE, 115 WEST 44TH STREET

Mar. 29 A new comedy by Zoe Akins, starring Billie Burke and Frank Craven. Miss
8:40 P.M. Burke's costumes, Adrian; others, Miss Johnny Johnstone. Publicity:
Phyllis Perlman, CI. 5-5820.

Wednesday..PREMIERE: "LOST ANGEL" (Movie), CRITERION THEATRE, 1514 BROADWAY

Apr. 5 A Metro-Goldwyn Mayer modern comedy with Margaret O'Brien, a child, in the
leading role; Robert Young and James Craig, supporting players. Costumes,
Irene. Publicity: Herbert Crocker, BR. 9-7800.

Wednesday..OPENING: "CHICKEN EVERY SUNDAY", HENRY MILLER THEATRE, 124 W. 43RD STREET

Apr. 5 A comedy about a Hollywood producer as a Broadway impresario. Said to be
8:40 P.M. Jed Harris. Sounds like a good laugh show. Publ.: Nat Dorfman, ME. 3-0858.

Friday.....PREMIERE: "UNCERTAIN GLORY", STRAND THEATRE, B'WAY AT 47TH STREET

Apr. 7 A Warner Bros. film starring Errol Flynn, Jean Sullivan and Paul Lukas. An
adventure vehicle, ending in heroism, of course, for Errol Flynn. Public-
ity: Eve Siegel, CI. 6-1000.

Sunday.....OPENING: "BALLET THEATRE", METROPOLITAN OPERA HOUSE, B'WAY AT 39TH STREET

Apr. 9 Hurok launches a four-week spring season of the ballet beginning Sunday,
Apr. 9th. The first performance of "Tally-ho", by Agnes de Mille takes
place on April 11. Another world premiere, "Fancy Free", the jive ballet
with new score by Leonard Bernstein takes place on April 18. Sir Thomas
Beecham will conduct the series starting Apr. 13th. Future programs will
be listed. Publicity: Gerald Goode, PL. 3-0820.

Sunday.....OPENING: "BALLET RUSSE DE MONTE CARLO" CITY CENTER, 130 WEST 56TH STREET

Apr. 9 Sun. Apr. 9, evening, "Sylphides"; Mon. Apr. 10, "Etude"; Tues. Apr. 11,
"Swan Lake"; Wed. Apr. 12, "Chopin Concerto", "Scheherazade"; Thurs. Apr. 13,
"Etude"; Fri. Apr. 14, "Serenade"; Sat. Apr. 15, Matinee, "Sylphides";
Evening, "Snow Maiden"; Sun. Apr. 16, Matinee, "Snow Maiden" and "Prince
Igor"; Evening, "Ancient Russia" and "Scheherazade". Publicity: Jean
Dalrymple, MU. 5-3144.

Wednesday..OPENING: "THE SEARCHING WIND", FULTON THEATRE, 210 WEST 46TH STREET

Apr. 12 This is a new Lillian Hellman play, produced by Herman Shumlin with Cornelia
Otis Skinner, Dudley Digges and Barbara O'Neill in the cast. Costumes,
Aileen Bernstein. Publicity: Richard Maney, WI. 7-6939.